INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1682 — Washington, D. C. — May 17, 1958

N.C.A. Requests Delay on DDT Tolerance Order

As reported in the INFORMATION LETTER of April 26, the Food and Drug Administration has proposed to amend the pesticide chemical regulations by establishing a tolerance of 3½ parts per million for DDT residues on sweet corn (kernels and cobs) and of zero ppm on husks and forage from sweet corn. The N.C.A. has filed a letter of comment with the FDA, requesting that the period for filing full comments and accompanying briefs be extended for an additional 30 days beyond May 18.

In this letter, Executive Secretary Carlos Campbell has pointed out that representatives of the canning industry were not invited to discuss the formulation of the published proposal, even though the sweet corn processing industry is vitally concerned with the utilization of the husks and cobs that remain after the processing operations. These by-product materials are widely used as forage and represent an agricultural asset valued at over $2 million a year.

Mr. Campbell emphasized that the N.C.A. and its members have cooperated in pesticide programs designed to combat the corn earworm and European corn borer, and will continue to cooperate in efforts to see that dairy cattle are not fed forage containing DDT residues. The Association does maintain, however, that federal and state agencies have approved the feeding of forage with DDT residue to meat animals up to 90 days before slaughter.

In the light of these considerations, the Association believes that the FDA should allow additional time for the working out of a realistic solution to the problem.

Information Letter Schedule

Because of the annual spring meetings of the N.C.A. Board of Directors and Administrative Council, May 22-23, publication of the next issue of the INFORMATION LETTER will be delayed until May 29. That issue will report the meetings in detail.

Schedule and Program of Meetings of Board of Directors, Administrative Council, and Committees

WEDNESDAY, MAY 21

9 a.m.—Meeting of Raw Products Committee, Library, N.C.A.

9:30 a.m.—Meeting of Labeling Committee, Conference Dining Room, N.C.A.

10 a.m.—Meeting of Claims Committee, Gorrell Room, N.C.A.

2-4 p.m.—Open House at N.C.A. Headquarters for new members of the Board of Directors

THURSDAY, MAY 22

8 a.m.—Breakfast Meeting of Old Guard Steering Committee, Adams Room, Sheraton-Park Hotel

9 a.m.—Meeting of 49ers Board of Directors, Sheraton-Park Hotel

9:30 a.m.—Meeting of State Secretaries, Hamilton Room, Sheraton-Park Hotel

9:30 a.m.—Meeting of Administrative Council, Conference Room, N.C.A.

12:30 p.m.—Luncheon Meeting of Board of Directors, Administrative Council, State Secretaries, and N.C.A. guests, Continental Room, Sheraton-Park Hotel

2:30 p.m.—Open Meeting of N.C.A. Board of Directors, Continental Room, Sheraton-Park Hotel

Presiding: President E. E. Burns

Presentation of Plaque to James T. Wormley, winner of the 1957 Canning Crops Contest, by Secretary Benson

Address: "The Application of the Antitrust Laws to Business," by Representative Kenneth B. Keating of New York State

Appointment of Nominating Committee to fill vacancies on the Executive Committee

Slide Presentation on the total N.C.A. program for increasing public acceptance of canned foods, with introductory remarks by Executive Secretary Carlos Campbell

Report: "A Coordinated Research Program," by Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories

Report on Newark Food Law Case

5 p.m.—Reception at the residence of Mr. and Mrs. Carlos Campbell

FRIDAY, MAY 23

8 a.m.—Breakfast Meeting of Consumer and Trade Relations Committee, West Burgundy Room, Sheraton-Park Hotel

9 a.m.—Meeting of C.M.&S.A. Board of Directors, C.M.&S.A. Office, Bethesda, Md.

9 a.m.—Closed Meeting of N.C.A. Board of Directors, Caribar Room, Sheraton-Park Hotel

Presiding: President E. E. Burns

Election of members to the Executive Committee

Approval of Arbitration Boards

Confirmation of appointment of Trustees

Report of the Finance Committee

Convention Plans and Program

N.C.A. Membership drive

Report of the Claims Committee

Discussion of Extraneous Material and other Research Problems

Report of the Legislative Committee

Discussion of Standards and Grades

Report on DDT Corn Tolerance

Report on Wage-Hour Administration

Other New Business

Mexican Farm Labor Program Under Review at Hearings

Problems in connection with the administration of the Mexican national farm labor supply program and legislation to make permanent the statutory authority under which negotiations with Mexico are undertaken and the program is carried out will be discussed at meetings scheduled for early next month in Washington.

The House Committee on Agriculture has announced that it will hold hearings June 9, 10, and 11 on legislation to give statutory permanence to the program. This is a change from the previously announced hearing dates of June 2, 3, and 4. The authority under which Mexican nationals are recruited for farm work expires June 30, 1959.

In addition to the legislative hearings, the Labor Department's Bureau of Employment Security is planning

to hold another series of meetings with the Mexican labor subcommittee of its Farm Labor Advisory Committee. This subcommittee met the latter part of April to consider an agenda that included extension of the enabling act and such administrative policy matters as piece rate formulas and determination of prevailing wage rates. On May 2, the subcommittee reached agreement at a conference with Secretary of Labor James P. Mitchell that as a rule of thumb at least 90 percent of Mexican nationals being paid on piece rates should earn a minimum of 50 cents an hour.

The principal issues that will be taken up by the subcommittee next month are proposals by the Department of Labor that at least 75 percent of Mexican nationals earn the equivalent of the prevailing hourly rate for unskilled farm work in the area of employment and a revised formula for arriving at the prevailing wage rate in an area. Following are the Labor Department's proposed formula and explanation:

"(a) Revision of prevailing wage formula

"To change the present formula for arriving at the prevailing wage range to the following:

"(1) The bottom of the prevailing wage range shall be the rate encompassing a plurality of workers providing such plurality is at least 40 percent.

"(2) If no single rate covers at least 40 percent of the workers, additional wage rates will be added, starting at the top of the array of rates until 51 percent of the workers in the sample are encompassed. The lowest rate in this accumulation shall be the bottom of the prevailing wage range.

"(3) The top of the prevailing wage range shall be the highest rate found in the sample.

"As you will recall, we began making wage findings on the basis of a single prevailing rate, then we found after experience in making surveys that there were many differences in wage rates which were based on different working conditions, different conditions of the crop and yield per acre, which made it necessary that we use some means of considering these differences. As a result, we began making wage findings and announcing these findings as a range of wage rates. The net result has been that the lowest rate in such a range becomes the most common rate and in most instances the rate paid to Mexican nationals, in spite of the fact that the rate might have been much lower than the most common rate prevailing in the crop wage area. Therefore, it is necessary that we raise the bottom of the range to the rate most common or prevailing in the area to prevent the possibility of adverse effect."

Forthcoming Meetings

May 22-23—National Canners Association, Spring Meeting of Board of Directors, Sheraton-Park Hotel, Washington, D. C.

May 25-28—Super Market Institute, 21st Annual Convention, Atlantic City, N. J.

June 3-4—National Canners Association and Wisconsin Canners Association, Technical Conferences on Sanitation and Processing Problems, Marshfield and Fond du Lac

June 8-9—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

June 8-12—National Association of Retail Grocers, 59th Annual Convention, New York

June 12-13—California Olive Association, Annual Technical Conference, Casa Munras, Monterey

June 16-18—Maine Canners Association, 46th Annual Meeting, The Colony, Kennebunkport

June 23-25—Grocery Manufacturers of America, Inc., Midyear Meeting, The Greenbrier, White Sulphur Springs, W. Va.

July 7-25—Annual Canners Technicians School, co-sponsored by N.C.A., Indiana Canners Association, and Purdue University, Lafayette

July 17-18—National Kraut Packers Association, Annual Meeting, Catawba Cliffs Beach Club, Port Clinton, Ohio

July 27-29—International Apple Association, Inc., 64th Annual Convention, Montreal, Quebec

July 30-Aug. 8—Annual Canners Technicians School, co-sponsored by N.C.A., New York State Canners and Freezers Association, and Geneva Agricultural Experiment Station, Geneva

Oct. 16-18—Florida Canners Association, 27th Annual Convention, Americana Hotel, Bal Harbour

Oct. 23-26—Super Market Institute, Midyear Conference, Ambassador Hotel, Los Angeles

Nov. 4-5—Iowa-Nebraska Canners Association, Canners and Fieldmen's Conference, Hotel Fort Des Moines, Des Moines

Nov. 6—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 10—Wisconsin Canners Association, Annual Convention, Schroeder Hotel, Milwaukee

Nov. 10-12—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City

Nov. 19-21—Indiana Canners Association, Fall Meeting, French Lick

Nov. 23-24—Pennsylvania Canners Association, 44th Annual Convention, Yorktowne Hotel, York

Nov. 24-25—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Dec. 1-2—Ohio Canners Association, 51st Annual Convention, Dayton Biltmore Hotel, Dayton

Dec. 4-5—New York State Canners and Freezers Association, 73d Annual Convention, Hotel Statler, Buffalo

Dec. 15—National Food Sales Conference, National Food Brokers Association, Chicago

Jan. 8-9—Canners League of California, 36th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 19-21—Northwest Canners and Freezers Association, 3rd Annual Convention, Multnomah Hotel, Portland, Ore.

Feb. 9-11—Canadian Food Processors Association, Annual Convention, Empress Hotel, Victoria, B. C.

Feb. 21-24—National Canners Association and Canning Machinery and Supplies Association, 52d Annual Convention, The Conrad Hilton, Chicago

March 13-14—Utah Canners Association, 47th Annual Convention, Hotel Utah, Salt Lake City

March 15-17—Canners League of California, 55th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

Texas Canner Groups Told of Scope of N.C.A. Activities

Texas canners held two meetings last week to hear a representative of the National Canners Association tell them of N.C.A. services, programs and activities. Robert B. Heiney, Assistant to the Secretary, talked to the Texas Canners Association, representing the canners operating in the lower Rio Grande Valley, at a dinner meeting May 6 at Pharr and with members of the Southwest Canners Association at a luncheon meeting in Dallas May 9. This group is composed of canners in northern and eastern areas of the state.

Mr. Heiney told the Texas industry of the interest of N.C.A. President E. E. Burns in increasing membership in the national organization and also of the value of maintaining strong and active local associations to back up with grass root support canning industry policies in national affairs.

In telling about N.C.A., Mr. Heiney particularly emphasized the work done in raw products research and the farm youth program; the waste disposal, sanitation, and foreign substance prevention activities of the scientific research laboratories; the claims service and its value to the industry in maintaining the integrity of canned foods in the minds of consumers; and such government relations activities as farm labor, military procurement, food and drug problems, and legislation. In addition, the work of the Information, Consumer Service and Statistics Divisions and the Consumer and Trade Relations Program were briefly described.

These visits were the first formal appearance of a staff member of N.C.A. at Texas canner association meetings. A number of personal calls were made at member and non-member plants in the Valley area as well as calls on N.C.A. members in San Antonio during the course of Mr. Heiney's trip.

FAS Administrator

Max Myers, director of the agricultural experiment station at South Dakota State College, has been appointed Administrator of USDA's Foreign Agricultural Service. He will assume his duties about July 1, succeeding Gwynn Garnett, FAS Administrator since April of 1955, who has resigned.

Grade Standards for Potatoes

U. S. standards for grades of potatoes have been revised by the Agricultural Marketing Service of USDA. The new standards will be effective July 15.

There were objections by a majority of the potato industry to several provisions in the proposed revision published on Nov. 8, 1957. These proposed changes—relating primarily to size requirements, cleanliness, and tolerances for defects—are eliminated.

As a result, the primary change in the U. S. No. 1, U. S. Commercial, and U. S. No. 2 grades consists of modifying definitions of damage and serious damage by certain factors in order to clarify and improve the standards.

The revised standards provide four grades—U. S. Fancy, U. S. No. 1, U. S. Commercial, and U. S. No. 2. The new Fancy grade is similar to the former U. S. Extra No. 1 grade, which is dropped.

Other changes relate to the range of the diameter of the size classifications, the scoring of defects, and the application of tolerances.

The revised standards were published in the *Federal Register* of May 13.

James D. Dole

James D. Dole, 80, founder of Hawaii's pineapple industry and of the Hawaiian Pineapple Company, died in Honolulu May 14.

Mr. Dole had moved to Hawaii in 1899 when he was 22 years old. He organized the Hawaiian Pineapple Company in 1901, and his management and promotion talents were generally regarded as responsible for the growth of the industry there and the popularity of canned pineapple everywhere. The advertising and promotion of Hawaiian pineapple may have been the first campaign by any industry to sell its products without regard to brand name.

Mr. Dole retired as chairman of the board of the firm in 1948 after serving as president and general manager 29 years, a director 45 years, and board chairman 16 years.

He served three terms as a member of the N.C.A. Board of Directors, 1918-20, 1926-28, and 1930-32. Also, he was on the Association's Executive Committee, Raw Products Research Committee, and Scientific Research Committee at various times during the 1920's.

Shafer Heads Trade Fair Unit

Walter S. Shafer, formerly vice president of Armour & Co., Chicago, has been appointed Director of the Office of International Trade Fairs in the U. S. Department of Commerce.

In this position Mr. Shafer will supervise the planning and operation of the Department's trade fair program in cooperation with private industry. Since its inception in August, 1954, OITF has set up official U. S. government exhibits in 57 international trade fairs in 27 countries in Europe, North Africa, the Near and Far East, and Latin America.

Mr. Shafer became affiliated with Armour & Co. following his graduation from college in 1922. He has served as vice president and general sales manager, and most recently as vice president and trade relations officer. Since retiring from Armour early this year, he has been engaged in his own business as a marketing, trade relations, and business counsel, with offices in Chicago.

1957 Packs of Berries

Reports on the 1957 packs of canned blueberries and canned boysenberries have been issued by the N.C.A. Division of Statistics.

BLUEBERRIES

State	1956	1957
	(*actual cases*)	
Maine	333,782	489,761
Other states	133,680	240,351
U. S. Total	467,462	730,112

Does not include pie mix.

BOYSENBERRIES

State	1956	1957
	(*actual cases*)	
Northwest	54,203	179,628
Other states	170,031	155,084
U. S. Total	224,234	334,712

Includes youngberries packed in the Northwest.

Shipments of Metal Cans

Shipments of metal cans for food during the first quarter of 1958 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	1957	1958
	(*short tons of steel*)	
Fruit and vegetable (including juice)	202,340	203,252
Meat (including poultry)	37,310	35,441
Fish and sea food	20,882	22,772

The C.M.I. has instituted a series of reports in which it reproduces the monthly government reports on metal can shipments and furnishes, additionally, percentage comparisons. Copies of the C.M.I. reports are available from the Can Manufacturers Institute, 821 15th St., N.W., Washington 5, D. C.

C.M.I. also has issued its annual report on 1957 production and use of metal containers, and copies of this are available.

Shipments of Glass Containers

Shipments of glass containers for food during the first quarter of 1958 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-March 1957	1958
	(*thousands of gross*)	
Wide-mouth food (including fruit jars and jelly glasses)	8,619	9,075
Narrow-neck food	2,940	2,826

The G.C.M.I. has published an illustrated review and analysis of the government's annual summary of 1957 shipments of glass containers, with additional information about the glass container manufacturing industry and reasons for use of glass containers. Copies of the report are available from the Glass Container Manufacturers Institute, 99 Park Avenue, New York 16, N. Y.

Stocks of Canned Fruits on May 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, and RSP cherries have been issued by the N.C.A. Division of Statistics, and detailed reports covering the May 1 stock and shipment situation have been mailed to all canners of these products.

	Carry-over month	Case basis	Total Supply 1956-57	Total Supply 1957-58	Canners' Stocks, May 1 1957	Canners' Stocks, May 1 1958	Season Shipments to May 1 1957	Season Shipments to May 1 1958
					(*thousands of cases*)			
Apples	Sept.	6/10	4,614	4,624	1,971	2,195	2,644	2,429
Applesauce	Sept.	actual	16,458	16,344	6,604	5,761	9,853	10,583
RSP cherries	July	actual	3,103	3,805	494	419	2,609	3,386

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during April has been reported by the Agricultural Marketing Service of USDA at 166,620,000 pounds, including quantities for defense agencies.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, APRIL, 1958

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	9,600	10,226	19,827
Canned hams	16,071	363	16,434
Beef hash	262	4,253	4,515
Chili con carne	422	6,233	6,656
Vienna sausage	303	3,851	4,155
Frankfurters and wieners in brine	8	43	51
Deviled ham	.....	754	754
Other potted and deviled meat products	7	1,403	1,410
Tamales	250	2,263	2,521
Sliced, dried beef	33	278	311
Chopped beef	2	478	480
Meat stew	115	9,846	9,961
Spaghetti meat products	103	6,422	6,525
Tongue (not pickled)	71	104	174
Vinegar pickled products	567	1,183	1,750
Sausage	.....	1,224	1,224
Hamburger	336	3,190	3,526
Soups	1,687	41,250	42,937
Sausage in oil	267	174	440
Tripe	.....	128	128
Brains	.....	113	113
Loins and picnics	2,475	62	2,537
All other products 20% or more meat	240	6,981	7,231
All other products less than 20% meat (except soup)	455	23,817	24,272
Total all products	33,293	124,638	157,931

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 166,620 thousand pounds.

Changes in Consumer Buying

Consumer buying since the third quarter of last year has declined about in line with the reduction in consumer income, according to a review by the Office of Business Economics, U. S. Department of Commerce, in the April *Survey of Current Business*. Some products have shown little variation—as for example, expenditures for food, motor fuel, housing and household services—but others such as automobile, major appliance, and clothing purchases, have declined substantially.

These developments, it is pointed out, brought the relative share of the consumer income dollar spent on durables to a 10-year low in early 1958. The shares of nondurables and services rose. The reduced buying, particularly of automobiles, has been reflected in a lessened use of credit, with debt repayments in early 1958 exceeding new obligations for the first time since mid-1954.

Since consumer prices have advanced about 1 percent in the last 6 months, consumer buying in real terms was off by more than the 1 percent decline shown in the dollar figures. Increases in prices have occurred in food and services, where consumption has continued strong. Prices of other nondurables and of durables have shown slight downward tendencies.

Durable-goods expenditures, it is indicated, are in general much more sensitive to income changes than are other consumer purchases and, over short periods, this influence is felt more promptly and more sharply. In the first quarter of 1958, dollar purchases of durable commodities were at their lowest rate in 3 years, and about one-eighth below the first quarter of 1957.

Consumer buying of nondurable goods, on the other hand, has shown a characteristically lesser cyclical impact, and in the opening quarter of 1958 was down only slightly from last summer's peak.

Dominated by such basic necessities as food, gasoline, and clothing, and strongly influenced by population and other growth factors, such purchasing is less sensitive to income changes. In the past 6 months, as the share of income going to durables declined, the nondurable portion has moved slightly upward, it was reported.

Outlays for services, seasonally adjusted, have shown continuous quarter-to-quarter increases over the past 2 decades; in recent months, this increase in service expenditures has served to offset some of the decline in commodity buying. The continuing rise in 1958 is attributable, in considerable degree, to higher outlays for housing and household operation.

In general, service outlays are relatively insensitive to income changes as consumers have only a limited range over which they may alter outlays for such service items as housing, household utilities, car repair, medical care and education. This sluggish response to changes in income means that service expenditures tend to hold up or rise moderately, for a time at least, in the face of income declines.

Farm and Home Hour Salute

James T. Wormley, 16, of Oswego, Ill., 1957 winner of the Canning Crops Contest co-sponsored by the N.C.A. and the National Junior Vegetable Growers Association, was saluted on the May 17 NBC network program, "The National Farm and Home Hour."

This program, broadcast on 160 to 165 stations, is reported to have a listening audience of 3½ million.

Wormley will appear on the program of the N.C.A. Board of Directors in Washington, May 22, where he will receive the N.C.A. championship plaque from Secretary Benson. While here as the guest of the Association, he will be taken sightseeing including a tour of the USDA Experiment Station at Beltsville, Md., will have audiences with his Senators and Congressman, and be interviewed also for the CBS and ABC farm network programs.

N.C.A. Supplies TV Prop

The N.C.A. contributed an important stage property to a network telecast that gave prominence to canned fruits May 7.

The Kraft Theater's 11th birthday program presented Bret Harte's classic short story, "The Outcasts of Poker Flat," in which a can of peaches was a key item in the plot. The producers of the show called on the Association for an authentic can with period label. The N.C.A. Laboratories constructed a hole-in-top can and supplied a peach label from a collection of old labels. It was the subject of three or four close-ups in the play's action.

Kraft Theater is viewed by an estimated 20 million people.

Canned Foods Variety Story

In addition to supplying food editors with the recent brochure *The Almost Complete Canner*, which lists 1,029 different canned foods items, press releases on this project of the N.C.A. Consumer and Trade Relations Program went out to 96 grocery trade publications and to some 1,500 brokers and buyers. Also, Dudley-Anderson-Yutzy, the public relations counsel that prepared the brochure for N.C.A., has released special paragraphs on canned foods variety to 750 broadcasters in their Radio Script Card Service whose total listening audience is estimated at 6,558,510. In addition, it was used in "Homemaker Harmonies," a package show leased to 1,000 radio stations.

Canned Foods in Syndicated Column

A feature, "Start With A Can of Tomatoes," was released to newspapers using the General Features Corporation syndicated column "Your Food Problems" by Edith M. Barber.

Referring to the N.C.A. leaflet "The Almost Complete Canner," which was sent recently to food editors, Miss Barber began the article: "We are constantly astonished when we visit a large market to see the shelves and shelves that display the galaxy of canned foods. In spite of this, I was actually amazed by a release, that recently came from the National Canners Association, that listed 1,029 items in the category!"

The author goes on to say, "The flavor (of tomatoes) changes not at all during processing. In fact, it is usually better than that of fresh tomatoes, excepting in the height of their season, when so many of them go into cans." She described some of the tomato products that are canned, gave a menu for a quick meal including stewed tomatoes, and recipes for stewed tomatoes and scalloped tomatoes.

Food Service Magazine

Six articles with the general theme "Menu Magic, A Practical Manual on Convenience Foods" is carried in the April issue of *Food Service* magazine. The manual is described as "a comprehensive study of convenience foods and their role in the economic future of this industry." The magazine goes to hotels, restaurants, and other institutional food service establishments and has a circulation of over 97,000.

The articles, written by Margaret Johnson, food service manager at the University of Illinois, are "Convenience Foods, The Answer To The Industry's Problems," "Portion Control For The Beginner," "Types of Convenience Foods," "Precooked Frozen Meals," "Recent Developments In Convenience Foods," and "Menus Using Convenience Foods."

The article, "Types of Convenience Foods," begins, "The first convenience foods, of course, were those in cans. We have been accustomed for so long to having delicious, top quality foods available at all times, easily stored and easily prepared, that we are inclined to take them for granted.

"But imagine what food service would be like today without canned fruits, for example, or that backbone of the menu—tuna fish, or canned chili sauce, or catsup, or canned peas, corn or beets.

"What if we always had to make our own cranberry sauce or apple sauce; make our own fountain syrups, or never could reach for a canned ham, a can of baked beans or corned beef hash in an emergency! The fact that they are always there, and have always been there, as long as most of us can remember, tends to make us forget how difficult it would be to operate without them." The article ends with a list of "Some of the Convenience Foods On the Market" in which 89 canned foods are listed.

Ending the series of articles, Mrs. Johnson gives "menus for a six-day period in which convenience foods have been used almost entirely to reduce food and labor costs, yet provide the customer with attractive, nutritive and satisfying food."

This Week

Clementine Paddleford, Food Editor of *This Week* magazine, wrote about her visit to the home of Mr. and Mrs. William Aldrich with the Hawaiian Pineapple Company in Lanai, Hawaii, in her "How America Eats" article on Sunday, May 11.

In the article titled "Pineapple On The Half Shell," Miss Paddleford said, "Mrs. William Aldrich lives on the island of Lanai, Hawaii, where mile upon mile of pineapples grow in the deep red soil. Husband Bill is plantation manager of this enormous estate, the property of the Hawaiian Pineapple Company."

The featured recipe was a favorite pineapple dessert that Mrs. Aldrich serves when mainlanders come visiting. Included in the ingredients was canned dark sweet cherries. It was shown attractively served in a color photograph.

This Week, the largest of the Sunday magazines, has as approximate circulation of 12 million and is distributed through 37 metropolitan newspapers.

Everywoman's

"Wee Dips and Dunks," an article featuring strained and chopped baby foods, appears in the May issue of *Everywoman's* magazine.

The introduction of the article says: "Baby food at parties? That's the newest (and easiest) idea for informal affairs. Flavorful dips are a breeze to whip up from the many varieties of baby foods, already chopped or pureed, saving you the chore and the time."

The recipes and the baby foods used are Chicken Olive Dip, strained chicken; Minted Lamb Spread, chopped lamb; Three-Fruit Butter, strained prunes and chopped apricot-applesauce; Tangy Beef Pate, chopped beef; and Piquant Veal Mousse, chopped veal. In addition, one recipe uses ripe olives.

The "dips and dunks" are attractively shown in a full-page color photograph.

Nuclear Test Publicity

Four showings of "Those Blasted Canned Foods" were sponsored between April 20-25 by the Turlock Cooperative Growers of Modesto, Calif., to a total audience of 117 persons. This is the color slide and sound presentation of the 1955 Nevada tests of canned foods under nuclear blast conditions, conducted by the N.C.A. Laboratories and prepared by the Information Division.

The four showings were arranged by B. M. Palmer of Turlock, and were held before the following groups: adult discussion group, First Christian Church; Y's Men's Club; office personnel of Turlock Growers; and a neighborhood group at a private home.

At one of the showings the program was arranged cooperatively with officials in charge of county and state disaster preparedness. The favorable performance of canned foods exposed to the blast is demonstrated in the presentation and was the subject of a special news story in the Modesto, Calif., *Bee*.

General Farm Legislation

The Senate Agriculture Committee has announced that its second round of general farm hearings will start May 26.

The House Agriculture Committee has already held hearings and approved legislation recommended by some of its commodity subcommittees, and it is likely that the Senate Agriculture Committee will utilize the language of the House proposals as a basis for drafting its own farm legislation.

The House bills reported to date include those for cotton and feed grains, including corn. Hearings are being held now by the House subcommittees concerned with wheat, peanuts, and dairy problems.

Status of Legislation

Agricultural trade development—S. 3420, to raise Title I authorizations from $4 to $7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was passed by the Senate March 20. P. L. 480 was the subject of hearings by the House Agriculture Committee May 5-9.

Alaska statehood—H. R. 7999, to provide statehood for Alaska, was reported by House Interior and Insular Affairs Committee June 25, 1957. S. 49, Alaska statehood, and S. 50, Hawaii statehood, were reported by Senate Interior Committee Aug. 29, 1957.

Anti-dumping Act—H. R. 6006, to amend the Anti-dumping Act of 1921 so as to facilitate determinations under the Act, was passed by the House Aug. 29, 1957, and was the subject of hearings by the Senate Finance Committee March 26-27.

Customs drawback—H. R. 9919, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was passed by the House Feb. 27.

Farmworkers housing—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

FDA food additives—H. R. 3747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, H. R. 8390 (Harris of Ark.), H. R. 8629 (Wolverton of N. J.) and other food additives bills were the subject of hearings by the Health and Science Subcommittee of the House Commerce Committee in 1957 and April 15-16, 1958. N.C.A. supports H. R. 8390 and H. R. 8629.

Fisheries loan fund—S. 2720, to increase the loan fund authorization from $10 million to $13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization from $10 to $20 million, was reported by the Senate Commerce Committee March 11.

ICC agricultural exemption—H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (6) (b), was the subject of hearings by the House Commerce Subcommittee on Transportation April 23-25. S. 3778, embodying the 8-point program of the Senate Surface Transportation Subcommittee, including the proposal to terminate the exemption for frozen fruits and vegetables, was introduced by Sen. Smathers May 8.

ICC private carrier definition—H. R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of a hearing by the House Commerce Transportation Subcommittee April 28-May 1. S. 3778 (Smathers of Fla.) contains a provision intended to stop "buy-and-sell" trucking.

Marketing orders—H. R. 8367 (Sisk of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

Mexican farm labor—H. R. 10360 (Gathings of Ark.), to extend indefinitely the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was the subject of hearings by a House Agriculture Subcommittee Feb. 28-March 3, and will be the subject of a further public hearing June 9-11.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was passed (as recommended by the Agriculture Committee) by the Senate May 15.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee and by the Senate Agriculture Committee in 1957. N.C.A. opposes application to canning.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than $10 million, was reported by House Judiciary Committee May 28, 1957. S. 198 was the subject of hearings by the Senate Antitrust Monopoly Subcommittee April 1-2 and 24-25.

Raw product bargaining—S. 1743 and S. 2444 (Aiken), to legalize organized bargaining for agricultural commodities under certain conditions, has been referred to Senate Agriculture Committee; and H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.) have been referred to House Judiciary Committee.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and is pending before the Judiciary Committee.

Trade Agreements Act—H.R. 10368 (Mills of Ark.), to amend and extend the Trade Agreements Act, was the subject of hearings by the House Ways and Means Committee Feb. 17-March 25 and has been the subject of executive hearings during the past two weeks.

Wage-Hour—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

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